



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re

Application of: WILSON, Joseph

Examiner: N. Boveja

Application No.: 10/669,791

Group: 3622

Filed: September 25, 2003

For: SYSTEM AND METHOD FOR SEGMENTING AND TARGETING
AUDIENCE MEMBERS

Attorney Docket #: 54820-00602

AMENDMENT AND RESPONSE TO OFFICE ACTION

Mail Stop Amendment
Commissioner for Patents
Alexandria, VA 22313-1450

Dear Sir:

Responsive to the Office Action dated July 6, 2007, Applicant respectfully requests that the following amendment be entered and that the restriction requirement be reconsidered in view of Applicant's remarks. A listing of the claims begins on page 3 of this response and Applicant's election and remarks begin on page 11.

08/27/2007 AWONDAF1 00000031 032469 10669791
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